

# seo case study

## Retail

### Campaign Information

**Industry:** Pre-owned RVs and Trucks

**Campaign Type:** Local

**Location:** East Earl, PA

**Campaign Start Date:** 08/02/2018

**SEO Hours per Month:** 20

**Goal:** Expand their online reach to include more populated areas.



### Strategy

As our client already ranked well in their physical location of East Earl, we researched the surrounding areas and found 4 strong keywords to target in Wayne and West Chester. We recommended the following optimizations to their website: changes to their title, meta description, H1 tag, and alt image tag. We also wrote new copy for each of the website pages that included “used fifth wheel” as a keyword. After creating multiple business directories and building hundreds of backlinks, we wrote blog posts to solidify our client as an expert in their field.

### Results

KEYWORD PHRASE	PAGE	RANK
used expandables downingtown pa	10 ↗ 1	2 ↗ 2
used expandables west chester pa	10 ↗ 1	18 ↗ 1
new expandables west chester pa	10 ↗ 1	16 ↗ 3
rv services west chester pa	2 ↗ 1	21 ↗ 1
used fifth wheels wayne pa	2 ↗ 1	16 ↗ 1

### Performance

10

**Keywords on Page  
1 of Google**

8

**Avg. Ranking for All  
Keywords**

82%

**Increase in  
Organic Traffic  
YOY**